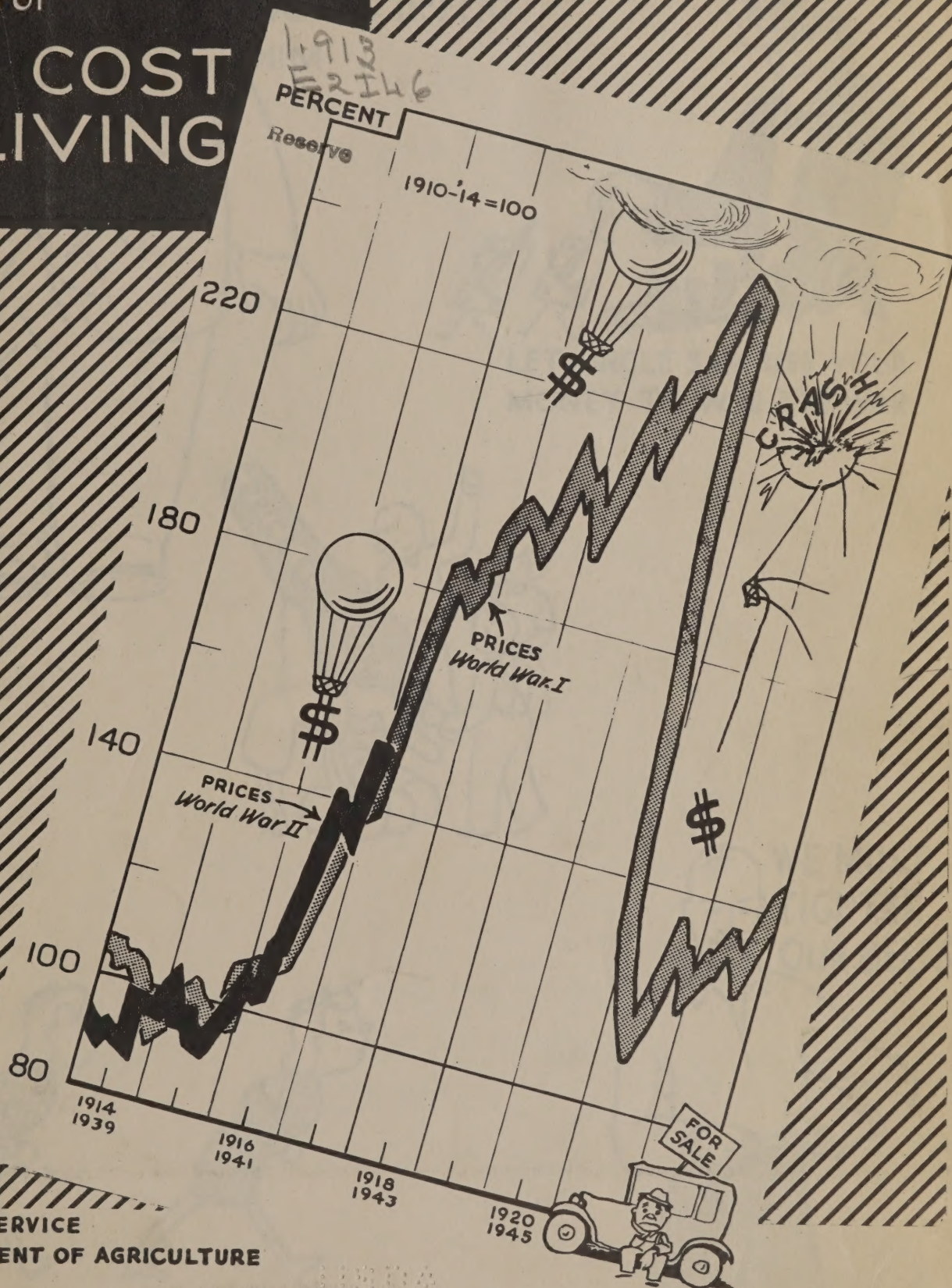


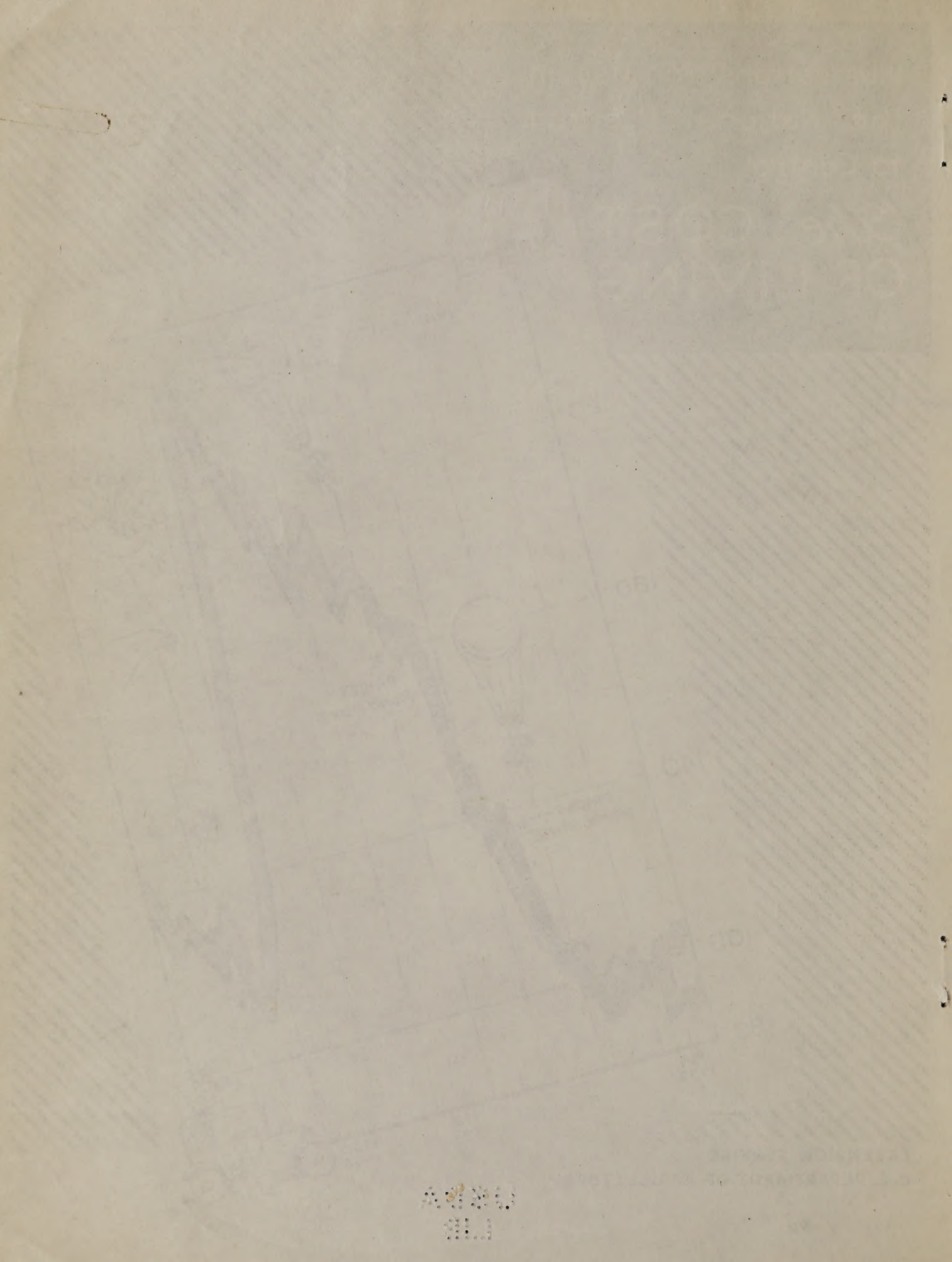
Illustrations for use in
the National Program
to Control

The COST OF LIVING

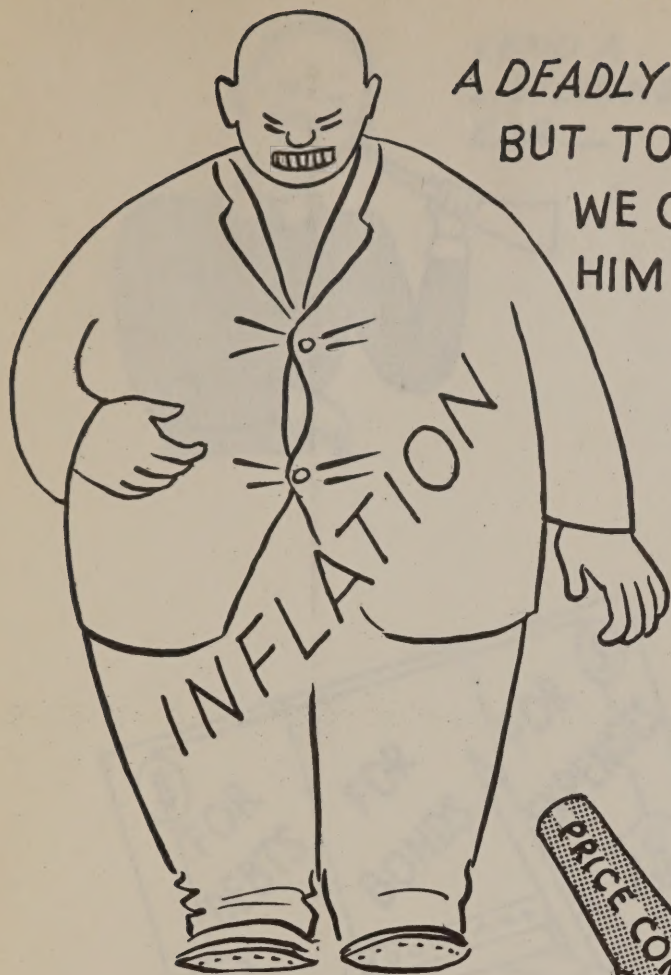


EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE

DEC 2 1944



A DEADLY ENEMY
BUT TOGETHER
WE CAN DEFEAT
HIM



LET UNCLE SAM USE YOUR
MONEY TO WIN THE WAR



WE MUST
TIGHTEN
OUR BELTS

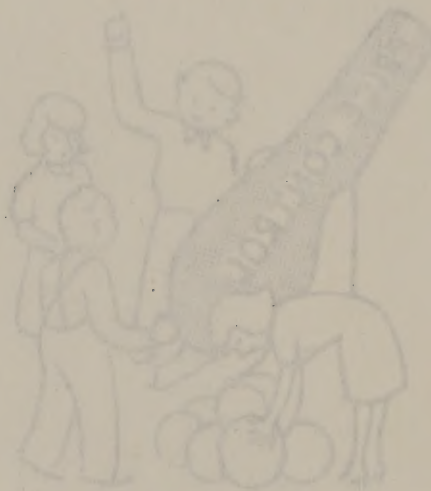


TRY KEEPING UP WITH THE JONES'S
SAVING PLAN

A DEADLY ENEMY
BUT TOGETHER
WE CAN DEFEAT
HIM



LET UNCLE SAM USE YOUR
MONEY TO WIN THE WAR



WE MUST
TIGHTEN
OUR BELTS



TRY KEEPING UP WITH THE LATEST
SAVING PLAN

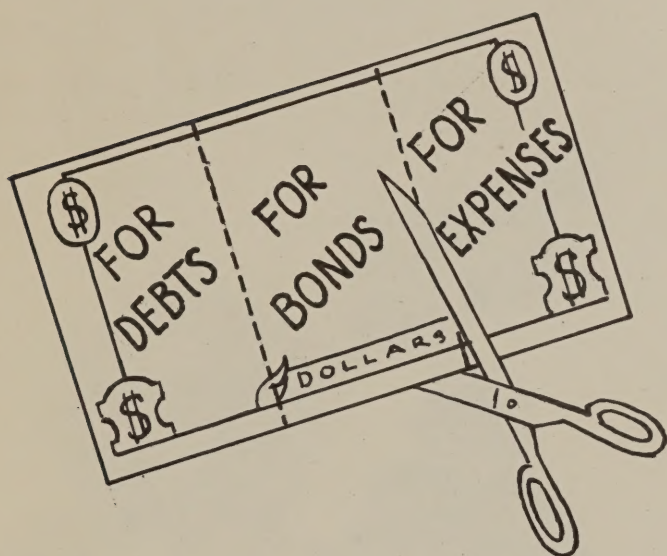




LEND A
LISTENING
EAR —



LET'S PUT OUR HEADS
TOGETHER



LET US HELP
YOU WITH YOUR
WAR-TIME
BUDGET

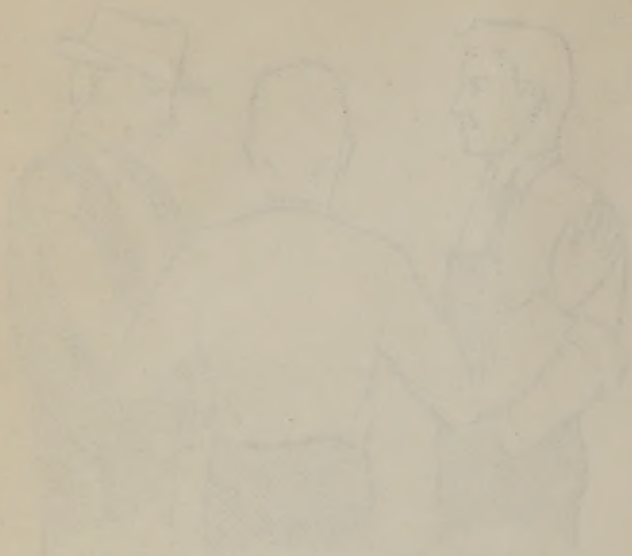


HERE'S
HOW —

LEARN TO REPAIR
YOUR HOUSEHOLD
EQUIPMENT



LEND A
LISTENING
EARS -



LET'S PUT OUR HEADS
TOGETHER



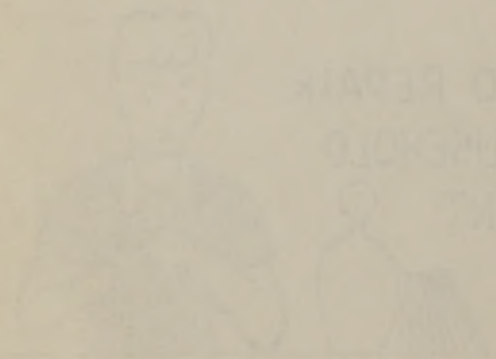
LET'S WORK
TOGETHER
FOR YOUR
WELL-BEING
TOGETHER



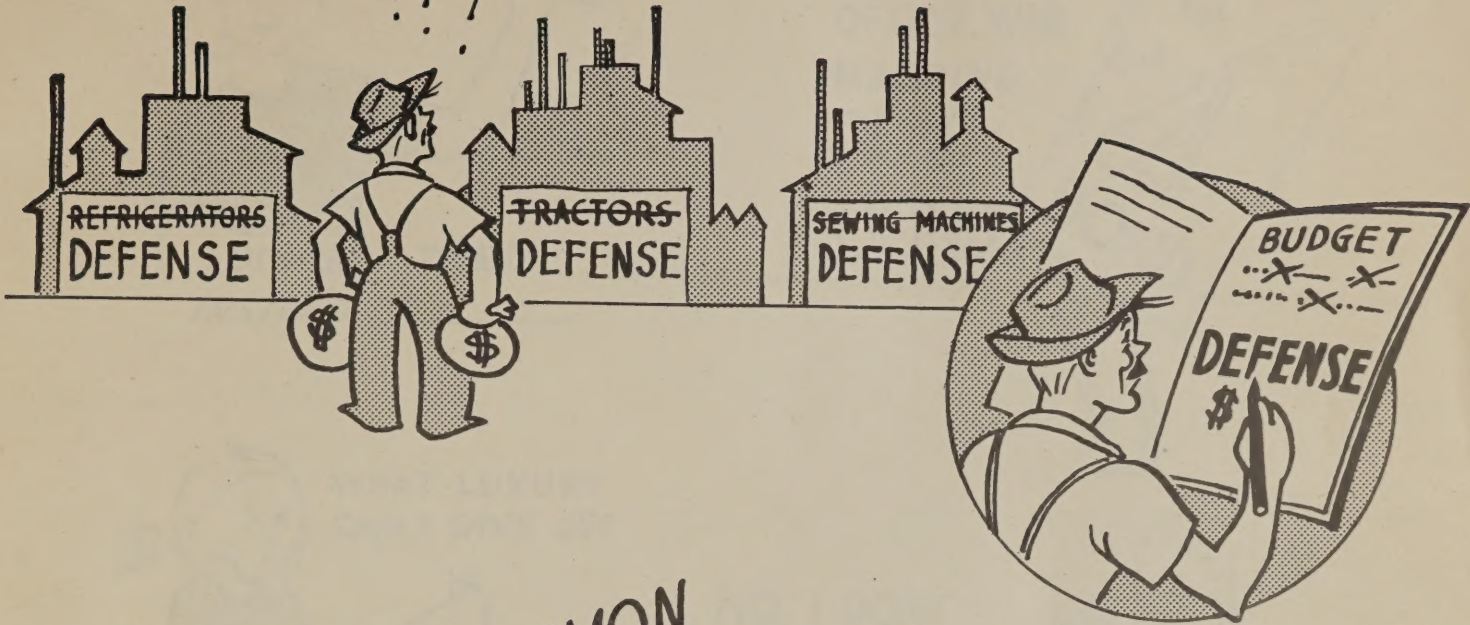
HERE'S
HOW -



LEARN TO REPAIR
YOUR HOUSEHOLD
EQUIPMENT



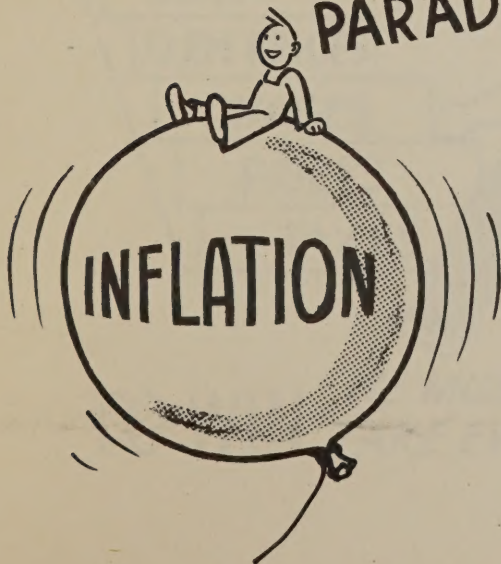
!?!/



COMMON
ENEMIES



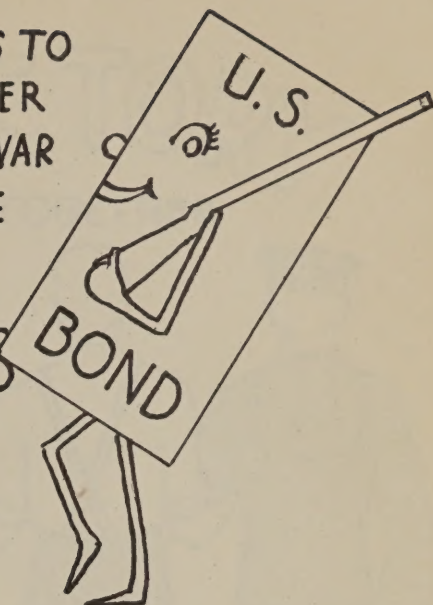
FOOL'S
PARADISE





I BOUGHT THESE
INSTEAD OF _____

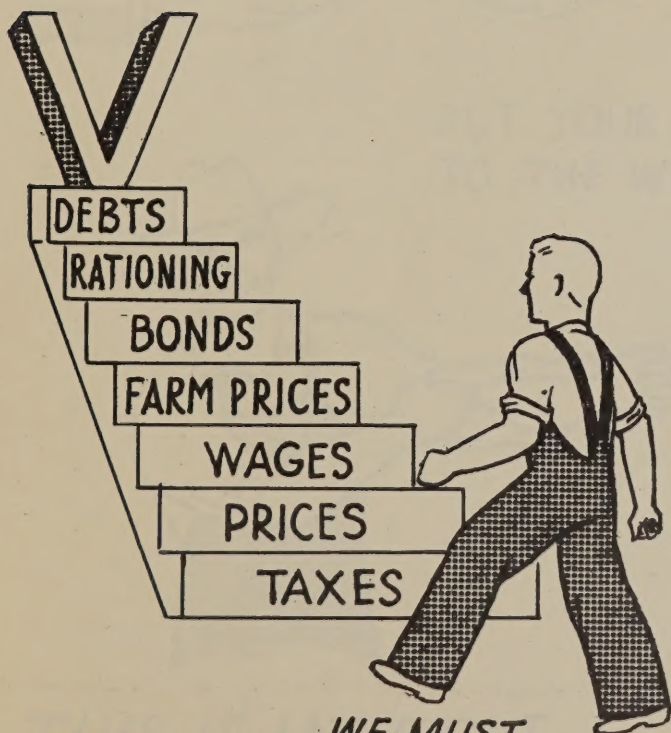
HE ADDS TO
THE POWER
OF OUR WAR
MACHINE
BUY
BONDS



WHAT LUXURY
CAN I GIVE UP?



NO, I DONT
WANT IT IF
THE ARMY
NEEDS IT

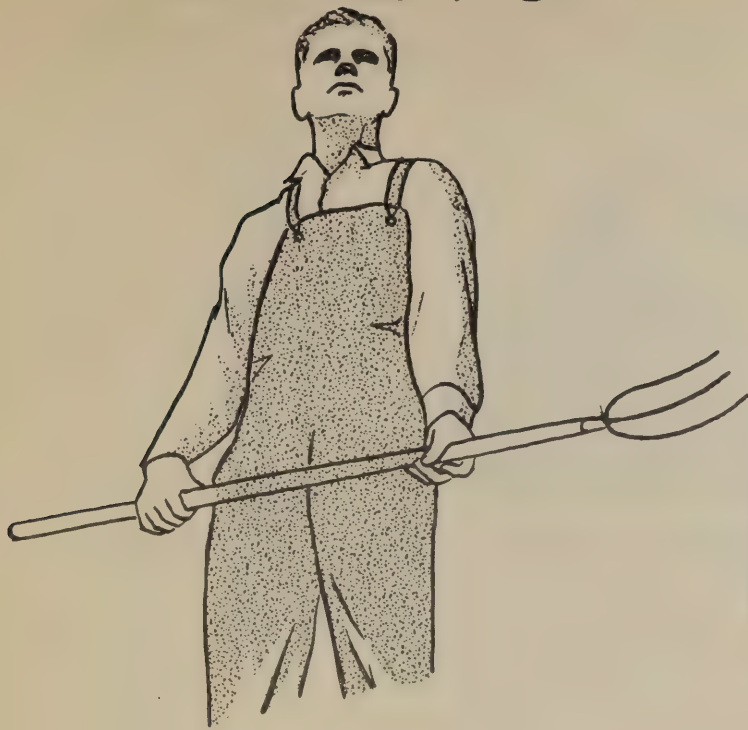


TO WIN WE MUST
TAKE EVERY STEP

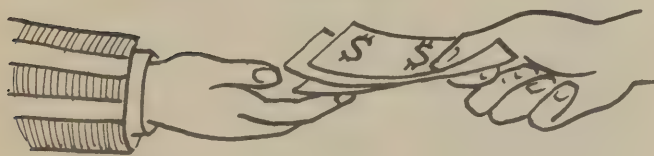
I PAY CASH



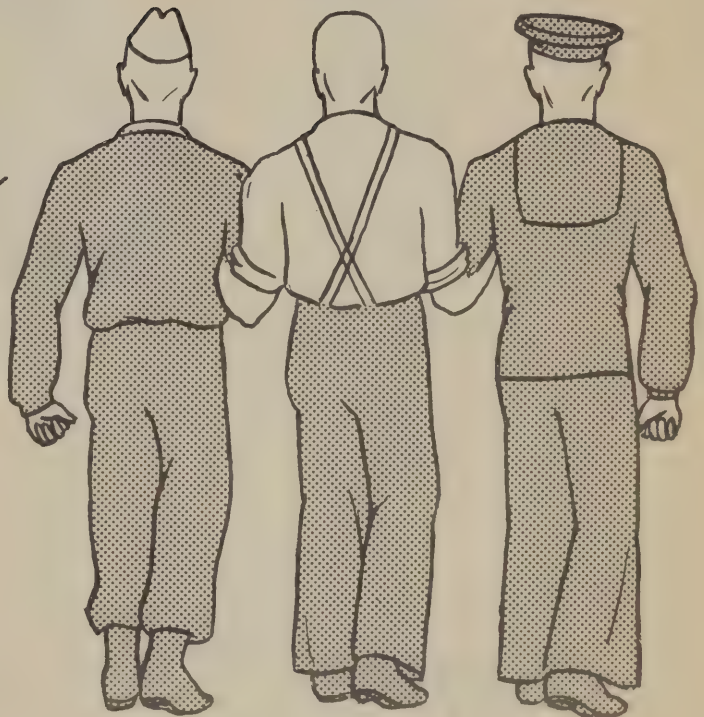
.. I WILL FEED THEM -



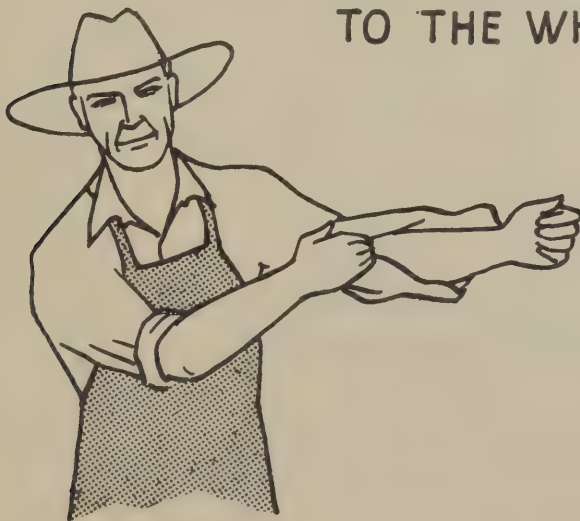
LEND UNCLE SAM
YOUR MONEY



VICTORY
TOGETHER



PUT YOUR SHOULDER
TO THE WHEEL -



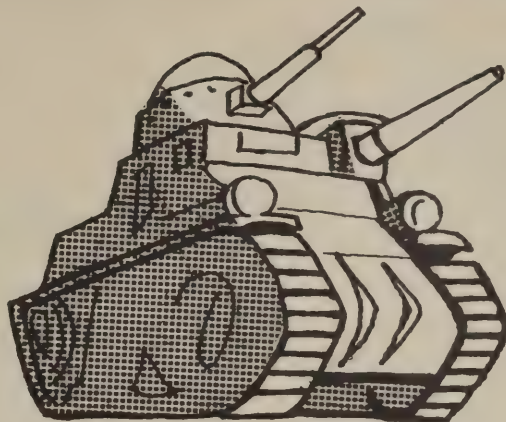
*THIS IS MY FIGHT
TOO!*



All Three Must be Mobilized to Win the War



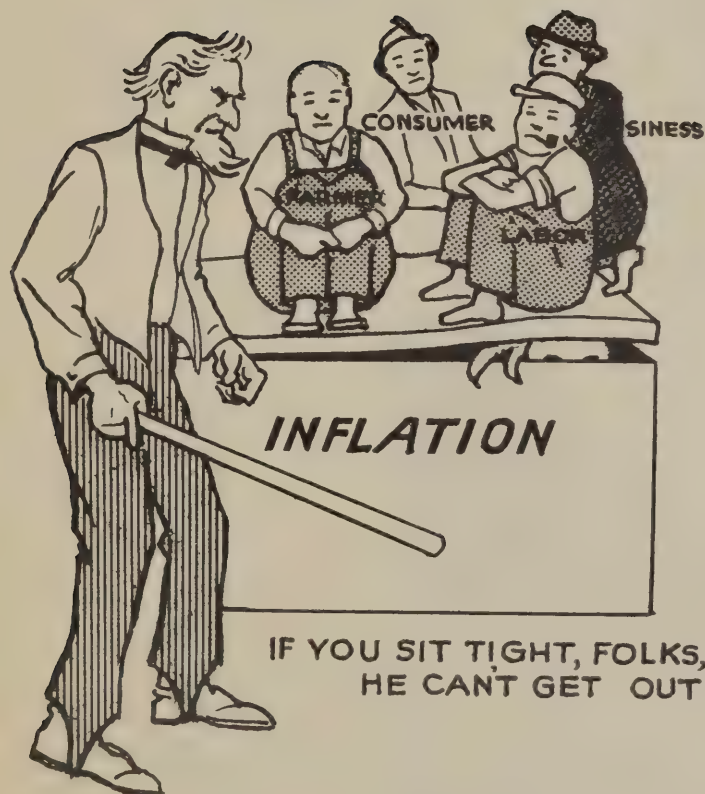
MAN POWER



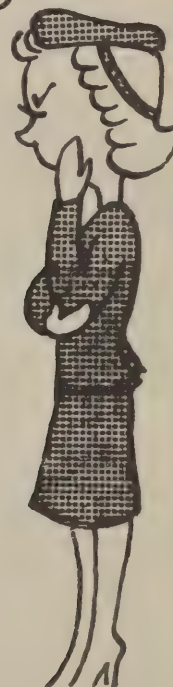
PHYSICAL RESOURCES



DOLLAR POWER

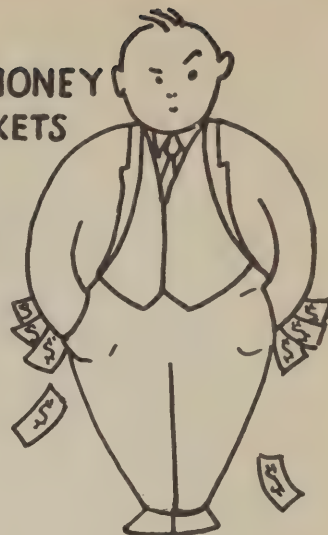


DO YOU
NEED IT?





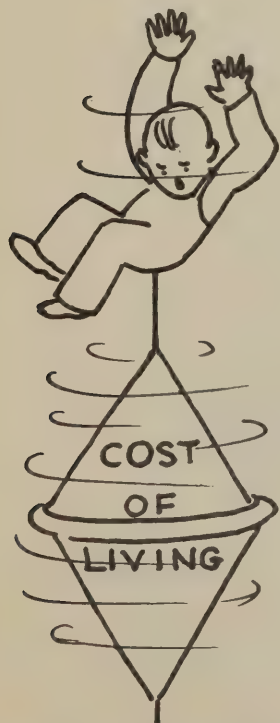
DONT PUT YOUR MONEY
IN YOUR POCKETS
PUT IT
TO WORK
BUY BONDS



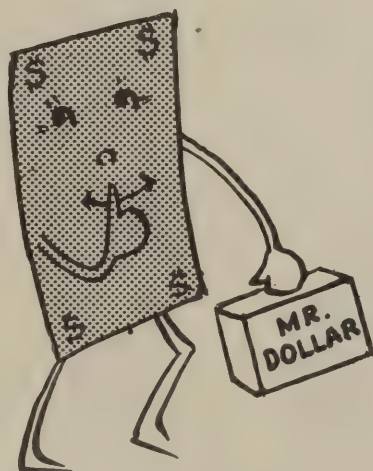
BE A MODEL ACCOUNT KEEPER



KEEP AN EYE ON
YOUR SAVINGS



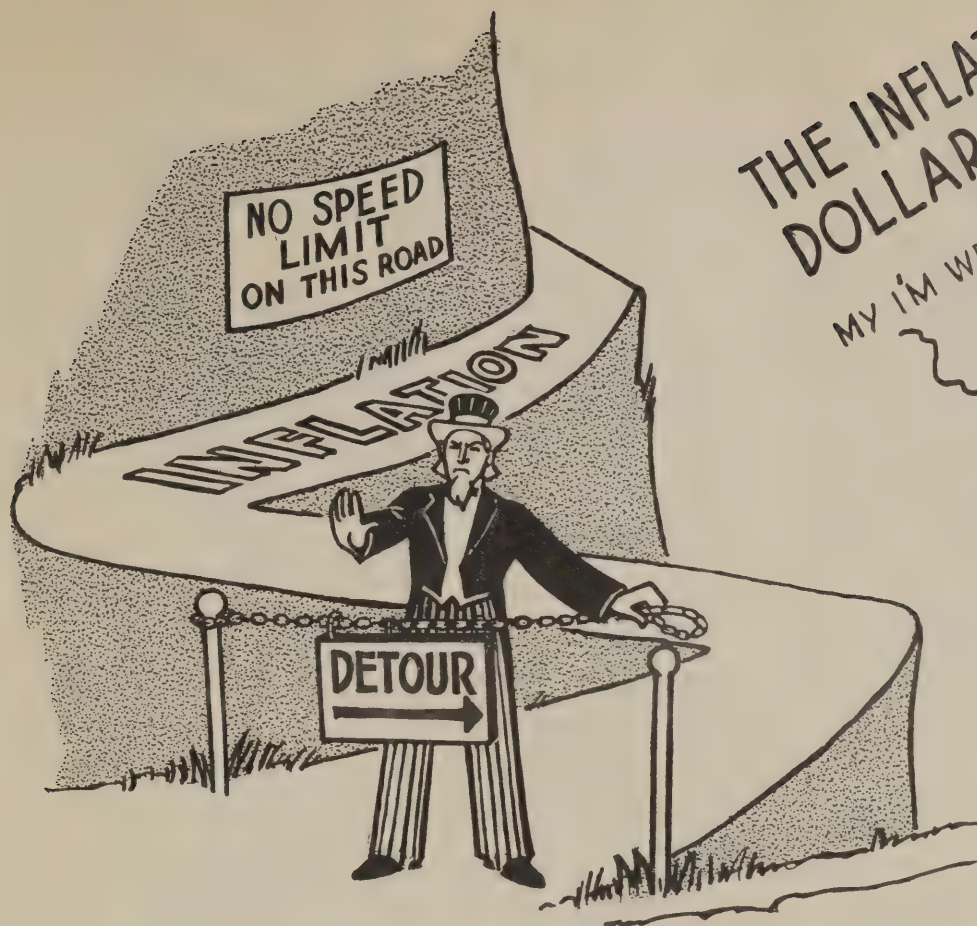
THIS - OR PRICE CONTROL



DO YOU KNOW
WHERE HE GOES?



DONT LET
IT TAKE YOU
FOR A RIDE -
IT WILL LET
YOU DOWN -
THE HARD WAY



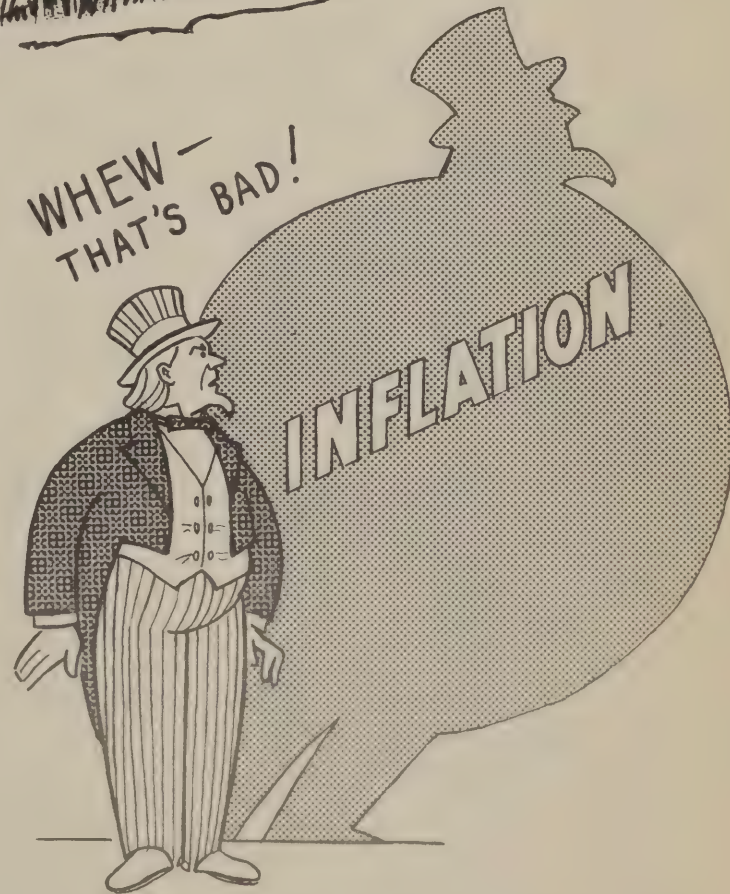
THE INFLATION DOLLAR

MY I'M WEAK!



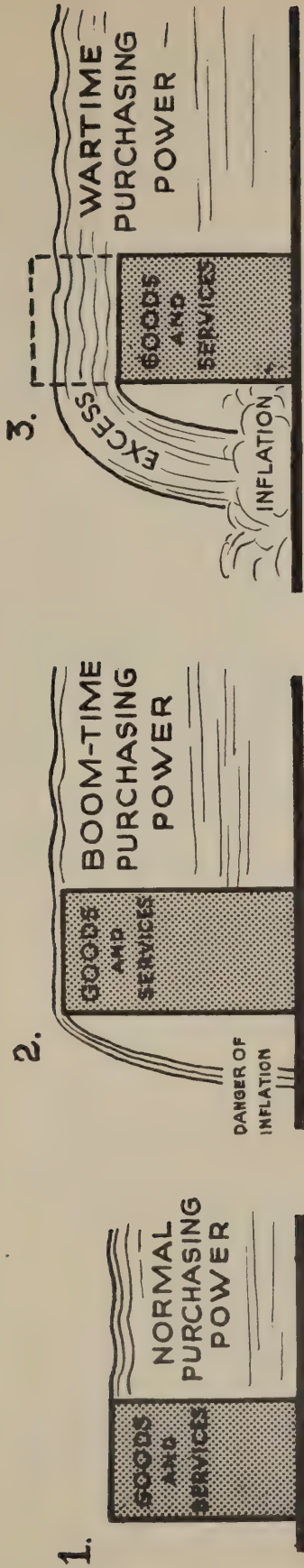
MONEY DOESN'T WEIGH MUCH ANY MORE!

WHEW — THAT'S BAD!



INFLATION WILL BRING THIS ABOUT.

NO WONDER HE'S TRYING TO PREVENT THAT FUTURE SHADOW --



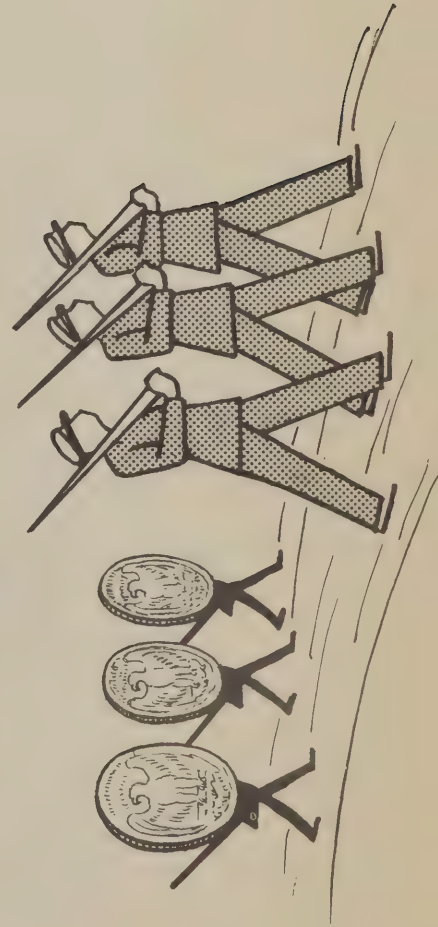
No. 1 No overflow, because if water rises industry makes more goods, so dam rises.

No. 2 Water rises fast, causes overflow, creating higher prices.

No. 3 In wartime water rises even faster, while dam shrinks because industry turns from consumer goods to war production. Hence excess torrent pours over, causing higher prices...INFLATION

To raise dam to dotted line we must (a) pay higher taxes; (b) buy war bonds; (c) pay off our debts; (d) save, not buy.

WAR BONDS MAKE FIGHTING DOLLARS



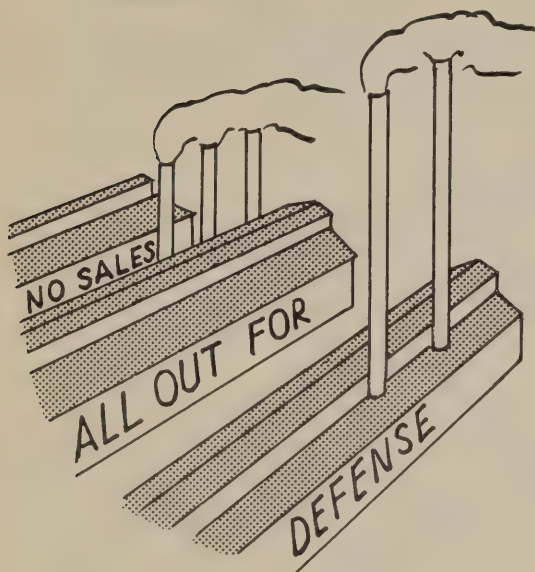
VICTORY BEGINS AT HOME



THINK
BEFORE YOU
BUY



LET'S KEEP HIM DOWN!



OVER THE TOP WITH
FARM PRODUCTION

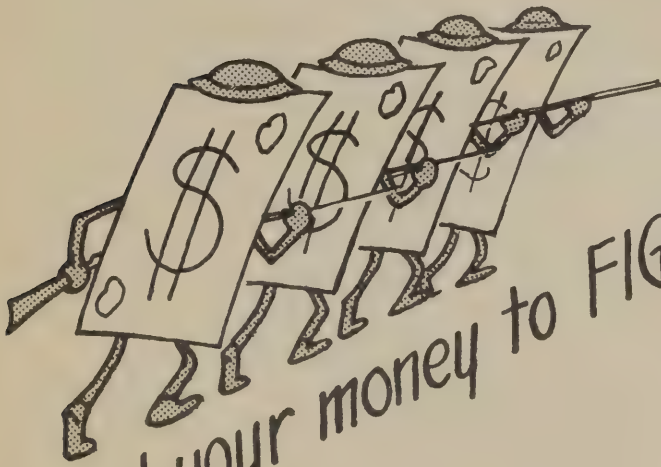


WE ARE ALL ON THE
FIRING LINE

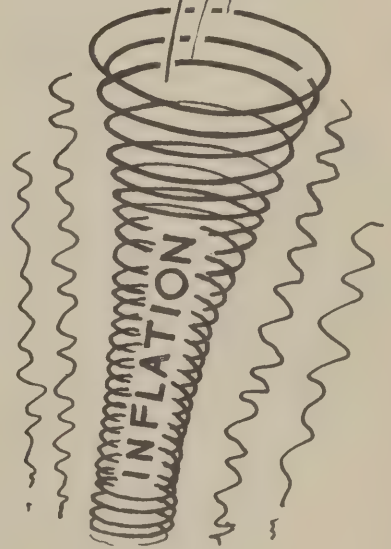
IT CAN HAPPEN HERE!



WHERE TO NOW?



Send your money to FIGHT!

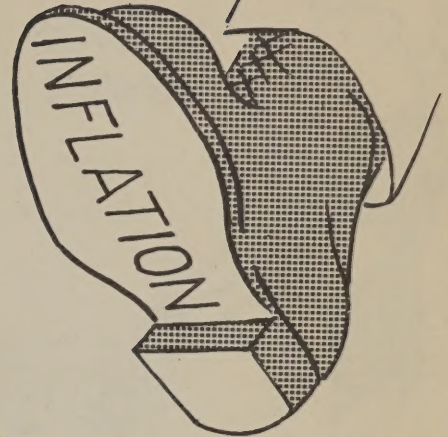


IT'S YOUR FIGHT TOO!



WITH FIXED PRICES I
HAVE LESS MONEY - BUT

IT BUYS
MORE



LET'S GIVE HIM
THE HOT FOOT

FIGHT!

OUR DEADLY
ENEMY



INFLATION



RUNAWAY PRICES CAN HALT OUR MARCH TO
VICTORY



WITH FIXED PRICES
HAVE LESS MONEY-SPENDING

IT BUYS
MORE



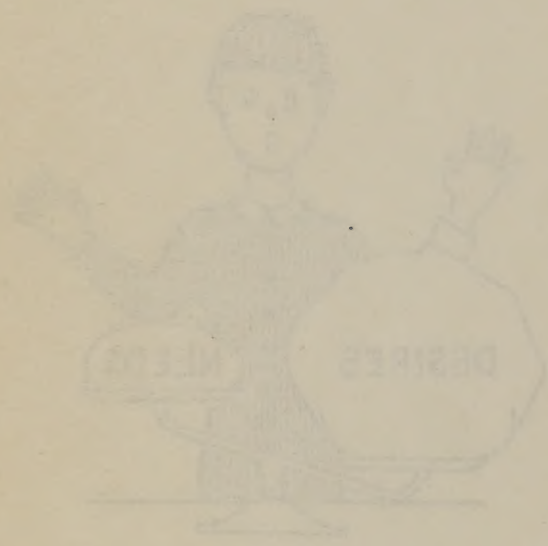
LET'S GO FOR
THE HOT FOR



FIGHT!
OUR DEADLY
ENEMY



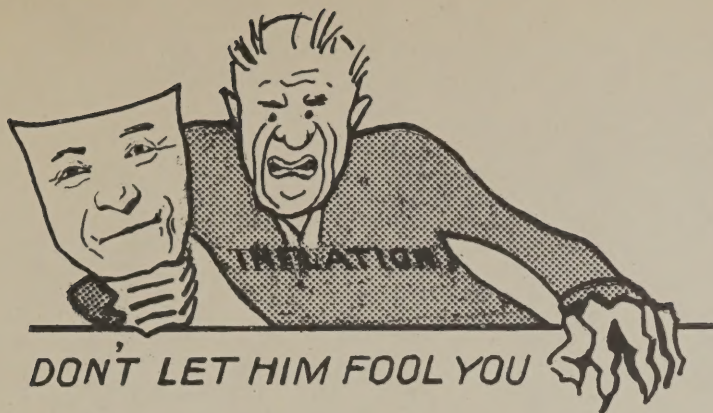
INFLATION



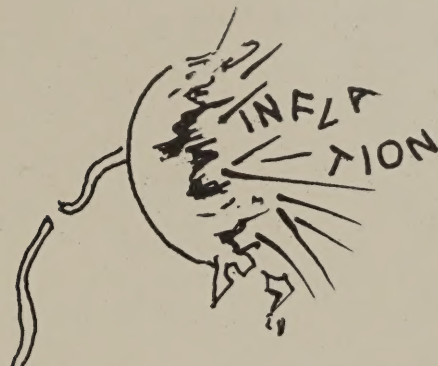
RUNAWAY PRICES CAN HURT OUR MARCH TO

VICTORY





BOIL IT
DOWN!



Remember what happened
to farmers in the last war?



In one year INFLATION has
stolen 10 out of every 100
dollars you have saved.

ROLL 1
DOWN



THEORY OF THE EARTH
IN THE PRESENT STATE

